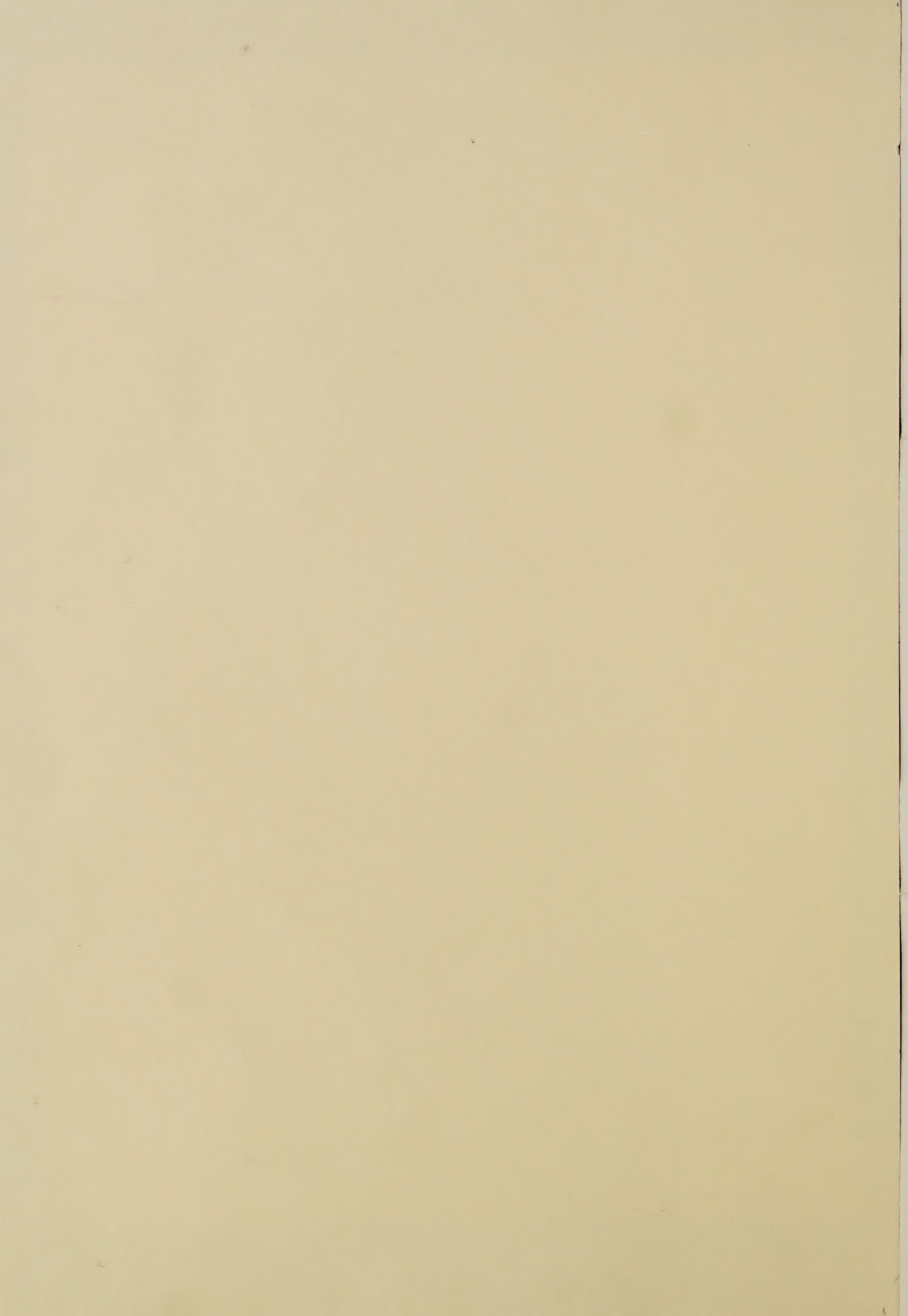


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JOHN A. YOUDATH'S HARDY CHRYSANTHEMUMS

Developments of the Originator of Northern Ohio Garden Mums

AMERICAS
OUTSTANDING
BEAUTIES

1943

If you do not have our colored
Mum Catalog of 1942 we will
gladly send you one on
request.



MARILYN



MARILYN

MARILYN. Lovely large, very full double flowers. The color is a light bronze, mostly orange shaded. As the flower matures it has a recurve effect. About 15 inches tall. Blooms Oct. 5th.

75c per 10; \$5.00 per 100

1938 Introductions

FONDEST

This is a tubular petaled or spoon type. A close petaled double flower. The color is a peculiar fawn or straw shade. Blooms middle of October. Medium height.

75c per 10; \$5.00 per 100

SUSIE

Has burnt orange duplex flowers of uniform formation. Grows 2 feet tall. Matures October 15. One of the most attractive bright orange bronze for the garden. Valuable for cutting.

75c per 10; \$5.00 per 100



FONDEST

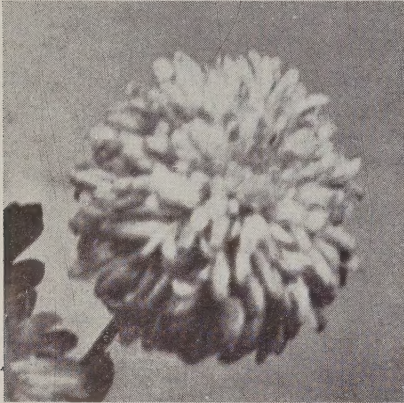


SUSIE

Youdath Perennial Gardens

MENTOR, OHIO

Beauty Blooms - 6 Hardy Mums of '43



Golden Beauty

GOLDEN BEAUTY

A most striking golden yellow ball shaped Pompon measuring about 2½" in diameter. As the picture shows it is very double, petals recurve as it opens to maturity. Grows medium high, begins to bloom in mid-September. It is a beauty and outstanding.



Golden Beauty

SCARLET CRIMSON

Is a low growing variety, bushy but not quite as compact as the Cushion, however it can be used with the Cushion varieties. The flowers are large measuring 3 inches across. The color a very brilliant red full flowered. Begins to bloom early in September.

YELLOW TASAVIA

This is a sport of the white Tasavia. The color is a delicate yellow not too deep and not too pale—just a pleasing shade of yellow. The growing habit and the size of the flower is the same as that of the white Tasavia which grows low like a cushion. Flowers are quite large measuring over 3½ inches across. Blooms early in September.

OCTOBER QUEEN

October Queen has all the charm and beauty as that of our Garden Queen which we introduced in 1941. The only difference is that Garden Queen starts blooming as early as August. In the middle of October the shape of the flower is on the Cactus type order. The color is a combination of salmon pink suffused with crimson rose. Underside of petals are lined with creamy yellow. Both Garden Queen and October Queen are two of the finest we have introduced and are sure to please everyone.

Per 10, \$2.00; Per 100, \$15.00, from 1¾" pots, 25 at 100 rate



MRS. J. ZEMAN

This is a large double bronze flower, has distinct uniform petals as well as firm stem making an excellent cut flower. Grows to about 15 inches tall. Blooms about Oct. 15th.

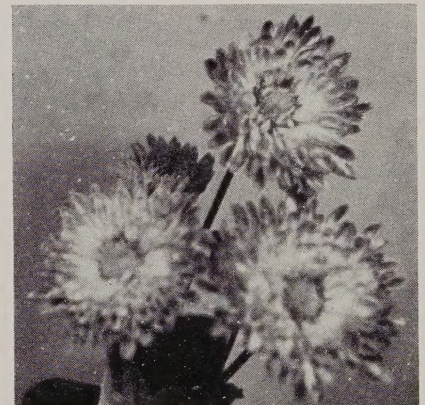
\$2.00 per 10; \$15.00 per 100, from 1¾" pots,
25 at 100 rate

DONNA RITA

MRS. J. ZEMAN

Is a colorful deep yellow flower unusually sprayed with bronze. Deeper at the outer petals. It is of medium height, has stiff stems which makes it very good for cutting. Will stand harsh winds, rain or snow without being knocked over. Blooms in October.

\$2.00 per 10; \$15.00 per 100, from 1¾" pots, 25 at 100 rate



DONNA RITA

Other New Novelties for 1943

Balcony Petunia Variegata



BALCONY PETUNIA VARIEGATA

This is truly a variegated petunia true to name. The foliage is a slightly bluish green with the variegation of cream mostly on the outer edges of the leaves. The flowers are of a violet crimson shade, makes a beautiful effect both with the foliage and still better when in bloom. It can be used as a pot plant, bedding out, border plant or used in porch boxes or hanging basket. It is different (brand new) and out of the ordinary types.

\$1.50 per 10; \$10.00 per 100, out of 2" pots

DIANTHUS SAMMY

NEW LOVELY DOUBLE ROSE DIANTHUS

A seedling of that popular ROSE DAWN DIANTHUS also called ROSE CUSHION DIANTHUS which has a rose colored single flower—but—SAMMY of the new Dianthus has double carnation like flowers. These plants grow about 2 inches high, dense rounded mounds of bluish green foliage covered with double rose pink flowers during May. You will love it. The picture shows a 2 inch potted plant.

\$2.00 per 10; \$15.00 per 100, from 2" pots



DIANTHUS. SAMMY

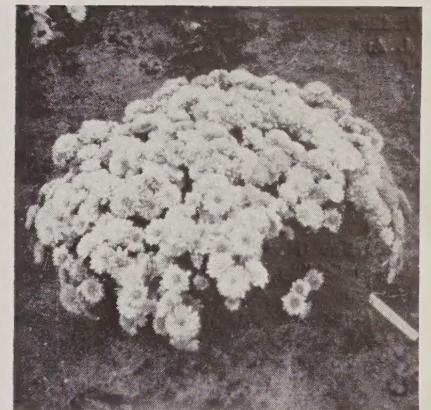


THE MAJOR

In the Lead

The Major Cushion Chrysanthemum is the most admired Hardy Cushion on the market today.

The Major really steps ahead. The most beautiful creation in the Cushion type. We truthfully believe there are no other Cushion to compare with it. If you will note the Photos the large clumps are all one year old planted in May from R. C. They are true pictures as I take them personally. This is one of our 1941 introductions.



THE MAJOR

The Major Cushion Mum

Smiling out with a bright salmon pink, this beautiful cushion type mum is a super value. Its flowers are full petaled, firm and solid—fuller flowered than the old pink Cushion. Its color does not fade out as the flowers mature but retain their brilliance to the very end. It starts blooming in September.

Rooted Cuttings: Per 10, \$1.25; Per 100, \$10.00

Six Identical Cushions

AZALEA FLOWERED TYPE

These six are positively the same in every respect except for color.

- Rose Cushion, rose
- Pink Cushion, pink
- * ● King Cushion, bronze
- * ● Queen Cushion, white
- * ● Yellow Sport, yellow
- * ● Champion, deep bronze

Rooted Cuttings: Per 10, .75; Per 100 \$5.00



The Major Cushion in the Nursery rows. If you want specimen round clumps, plant 2 to 2½ feet apart.



The boys are holding 1 yr. field clumps. Notice size of clumps and how heavily loaded with flowers.

OTHER CUSHION MUMS

MARKED (*) ARE ALL OUR INTRODUCTIONS

- * Commander Cushion Red
- * King Cushion Medium bronze
- * Queen Cushion White
- Pink Cushion Light pink
- Rose Cushion Rose pink
- Gold Cushion Deep golden yellow
- Harvest Gold Cushion Sulphur yellow

Rooted Cuttings: Per 10, .75; Per 100 \$5.00

- * Prince Cushion Apricot orange
- * Bronze Maid Cushion

Peach & light bronze
Rooted Cuttings: Per 10, \$1.25; Per 100, \$10.00



Notice a close up of the flowers of The Major Cushion, how full and firm they are. The flowers last long too.

Wholesale Price List of Rooted Cuttings

OF YODATH'S HARDY CHRYSANTHEMUMS

NAME	COLOR	Ht.	Type	Matures	Per10	Per100
Adironda	Bright Bronze	Low	Pompon	Oct. 10	.50	3.50
Aglow	Light Bronze	Med.		Dec. Sept. 20	.65	5.00
Acacia	Yellow	Low	Single	Oct. 1	.65	5.00
Algonquin	Yellow	Med.		Dec. Sept. 20	.50	3.50
Arab	Bronze	Med.		Dec. Sept. 20	.65	5.00
Astrid	Pink	Short	Single	Oct. 20	.50	3.50
Autumn Lights	Light Bronze	Med.	Duplex	Sept. 30	.65	5.00
Bonny Bell	Yellow	Med.	Pompon	Oct. 20	.50	3.50
Burgundy	Maroon Red	Med.		Dec. Oct. 5	.65	5.00
Caliph	Dark Red	Med.		Dec. Oct. 5	.65	5.00
*Capt. J. Smith	Pink	Short		Dec. Oct. 10	.75	5.00
Cora Peck Buhl	Yellow Gold	Tall	Pompon	Oct.	.50	3.50
Dahlia Mum	Red	Short		Dec. Sept.	1.25	10.00
Early Bronze	Bronze	Short	Button	Sept. 1	.50	3.50

NAME	COLOR	Ht.	Type	Matures	Per10	Per100
*Egg Shell	Egg Shell Buff	Tall		Dec. Oct. 5	.65	5.00
Enchantress	Light rose	Med.	Duplex	Sept.	.65	5.00
Ethell	Bronze	Med.	Button	Oct. 25	.50	3.50
Eug. A. Wander	Yellow	Med.		Dec. Sept. 20	1.35	10.00
Excelsior	Yellow	Tall		Dec. Oct. 25	.50	3.50
*Fondest	Fawn	Med.	Spoon	Oct. 15	.75	5.00
*Francis De Sales	Yellow	Med.		Dec. Oct. 5	.75	5.00
Granny Scovill	Coral Bronze	Med.		Dec. Oct. 10	.65	5.00
*Gold Daisy	Yellow	Tall	Duplex	Oct. 5	.50	3.50
*Gold Rush	Golden Yellow	Med. Bushy		Dec. Oct. 5	.50	3.50
Gold Star	Yellow	Med.		Dec. Oct. 25	.50	3.50
*Golden Dream	Yellow	Med.	Pompon	Sept. 20	.50	3.50
Irene	White	Med.	Button	Oct. 15	.50	3.50

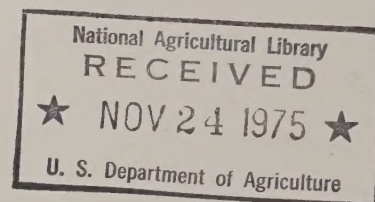
MARKED (*) ARE ALL OUR INTRODUCTIONS

NAME	COLOR	Ht.	Type	Matures	Per10	Per100
*Indian Chief	Velvet Deep Red	Med.	Dec.	Oct. 10	.65	5.00
J. Anderson	Yellow	Med.	Button	Oct.	1.00	8.00
*Jay	Pink	Med.	Dec.	Oct. 5	.65	5.00
Jewell	Rose	Med.	Pompon	Oct.	.65	5.00
*Jewelry	Rose Pink	Tall	Pompon	Oct. 25	.75	5.00
King Midas	Yellow	Med.	Dec.	Sept. 10	.50	3.50
Lavender Lady	Lavender	Med.	Dec.	Oct. 8	.75	5.00
L'Argentuaillais	Bronze	Med.	Dec.	Sept. 30	.65	5.00
Liberty Bond	Gold	Med.	Dec.	Oct. 25	.75	5.00
*Lucie	Light Pink	Tall	Dec.	Oct. 5	.50	3.50
Little Bob (New)	Bronze	Tall	Dec.	Oct. 5	.75	5.00
Louise Schling	Crimson	Tall	Duplex	Sept.	.50	3.50
*Marilyn	Orange	Short	Pompon	Oct. 5	.75	5.00
*Maroonzette	Maroon	Short	Dec.	Oct. 10	.65	5.00
*Mary's Gold	Yellow	Med.	Duplex	Sept. 20	.50	3.50
Mrs. H. Harrison	Pink Bushy	Med.	Pompon	Oct. 15	.50	3.50
Mrs. P. DuPont	Peach	Med.	Pompon	Sept.	1.25	10.00
Margot	White	Short	Button	Oct. 10	.50	3.50
*Mentor	Pink	Short	Dec.	Oct. 10	.50	3.50
Mrs. S. P. Rotan	Orange yellow	Med.	Double	Oct.	1.00	8.00
Muldoon	Amaranth Red	Med.	Dec.	Oct. 12	.75	5.00
Muskogee	Purple	Med.	Duplex	Sept.	.65	5.00
Nancy Copeland	Red	Med.	Single	Sept. 25	.50	3.50
*New Philadel-	Purplish Red	Tall	Dec.	Oct. 15	.75	5.00
Nugget	Yellow	Tall	Button	Oct.	.65	5.00
Old Orchard	Pink Orchid	Tall	Pompon	Oct. 20	.50	3.50
*Old Gold	Old Gold	Tall	Dec.	Oct. 25	.50	3.50
Orange Glow	Orange	Med.	Duplex	Oct.	.65	5.00
Orchid Spoon	Orchid	Med.	Spoon	Sept.	.65	5.00
Pomponette	Orange	Short	Pompon	Sept. 20	1.25	10.00
Pohatcong	Rose Red	Med.	Dec.	Oct. 5	.65	5.00
Peggy Hoover	Lilac Pink	Med.	Thread	Oct. 25	.65	5.00
Pink Spoon	Pink	Med.	Spoon	Sept.	.65	5.00
*Pocahontas	Deep Bronze	Short	Dec.	Oct. 10	.75	5.00
Philadelphia	Orchid	Med.	Dec.	Oct. 10	.50	3.50
Purple Dotty	Purple	Med.	Dec.	Oct. 10	.50	3.50
Pink Dotty	Pink	Tall	Pompon	Oct. 25	.50	3.50

MARKED (*) ARE ALL OUR INTRODUCTIONS

NAME	COLOR	Ht.	Type	Matures	Per10	Per100
Pygmy Gold	Yellow	Short	Single	Oct. 10	.50	3.50
*Pink Bouquet	Pink	Short	Button	Sept.	.65	5.00
*Peach Blossom	Salmon Pink	Tall	Semi-Double	Oct. 10	.65	5.00
Red Flare	Maroon	Short	Med. Pomp.	Oct. 15	.50	3.50
Rapture	Rose	Med.	Dec.	Sept.	1.00	8.00
*Red Pride	Red Bronze	Med.	Dec.	Oct. 15	.50	3.50
Rose Charm	Rose	Med.	Pompon	Oct. 10	.65	5.00
Rodell	Yellow	Short	Button	Oct. 20	.50	3.50
Romany	Red-bronze	Med.	Dec.	Oct. 5	.65	5.00
Rosemary	Rose Pink	Tall	Dec.	Oct. 10	.50	3.50
Rose Glow	Rose pink	Med.	Duplex	Oct. 5	.65	5.00
*Rose Quilled	Vivid Rose	Tall	Dec.	Oct. 20	.50	3.50
Rose Spoon	Rose	Med.	Spoon	Sept.	.65	5.00
Seminole	White	Med.	Double	Sept. 20	1.00	8.00
Sept. Bronze	Bronze	Short	Pompon	Sept.	1.25	10.00
Sept. Gold	Gold	Short	Pompon	Sept.	1.25	10.00
Sequoia	Amber	Med.	Double	Oct.	1.00	8.00
Silver Tip	Carmines	Med.	Double	Oct.	1.00	8.00
Sun Gold	Yellow	Med.	Dec.	Oct.	.65	5.00
Sunkist	Orange	Med.	Double	Sept. 25	1.00	8.00
*Susie	Burnt Orange	Med.	Duplex	Oct. 15	.75	5.00
The Chief	Scarlet-gold	Med.	Duplex	Oct.	.65	5.00
*Thorp	Vivid Rose	Med.	Dec.	Oct. 10	.65	5.00
*Toth	Pink	Med.	Duplex	Oct. 5	.65	5.00
Tasavia	White	Short	Dec.	Oct. 15	.50	3.50
The Moor	Wine Red	Med.	Dec.	Sept. 30	.65	5.00
White Dotty	White	Tall	Pompon	Oct. 20	.50	3.50
White Spoon	White	Med.	Spoon	Oct. 10	.65	5.00
White Gull	White	Short	Button	Sept.	1.00	8.00
Yellow Gem	Yellow	Tall	Button	Oct. 15	.50	3.50
Yel. Normandy	Yellow	Med.	Dec.	Sept.	.50	3.50
Yellow Mound	Yellow	Low	Duplex	Sept. 25	.50	3.50
Yellow Spoon	Yellow	Med.	Spoon	Oct. 10	.65	5.00
*Youdath's Rose	Rose	Med.	Dec.	Sept. 30	.65	5.00
*Youdath's Vivid	Delf Lavender	Med.	Dec.	Oct. 5	.65	5.00
*Youdath's White	White	Med.	Dec.	Sept.	.65	5.00
*Youdath's Pride	Bronze	Med.	Dec.	Sept.	1.25	10.00

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YOU DATH'S HARDY CHRYSANTH MUMS

Including

- OUR OWN ORIGINATIONS
- OUTSTANDING VARIETIES
- GOOD OLD STAND-BYS

Also Listing a Brand New Petunia and
Double Rose Dawn Dianthus

Youdath Perennial Gardens

MENTOR, OHIO

Near Mentor High School on Rt. 20

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1938

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Cheyenne Nat Field Sta.
P.O. Box 1250
Cheyenne, Wyoming.*